

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Festival on the Green Subcommittee

Monday, May 20, 2013

5:00 pm

Minutes

Present: John Armstrong, Tom Birkenholz, Janine Callahan, Rod Rock, and Ilze Taylor

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to order

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Approve minutes of April 15, 2013

Tom Birkenholz made a motion to approve the minutes of April 15, 2013.

Janine Callahan seconded the motion.

John Armstrong abstained.

The Minutes were approved unanimously.

4. Update on committee tasks

Activities: Ms. K. Paterson said she had received two applications to date. She noted that the deadline to apply for a booth is not until August 16.

Ms. van Zelm reported that she had found lower pricing alternatives for the photo booth. **She will continue to research costs and logistics.**

Ms. van Zelm and Ilze Taylor will continue to discuss the idea of customizable shopping bags.

Art: There was no update from the Art sub-committee.

Food: Ms. Callahan said she has spoken to almost all of the restaurants and has received enthusiastic responses. **She and Ms. K. Paterson will prepare the food vendor packets to mail at the same time to everyone who has requested one.**

The Committee discussed what to do if two restaurants with similar menu items wish to have booths.

By consensus, the Committee agreed not to turn any of the businesses away but to let them know if someone has already signed up with the same food item. **Ms. Callahan will work with the restaurants to tweak their booth menus if the need arises.**

Music: Rod Rock reported that the main act had been booked. The group, Black Prairie, will be playing at several big festivals this summer, including Newport Folk Fest, and had been named by NPR as one of their top bands to watch in 2012.

The Committee discussed the possible line-up and timing of the bands and the *Festival* as a whole. By consensus, they decided to have the main act take the stage at 2:30 pm and the *Festival* to end at 4:00 pm.

Parade: Mr. Birkenholz reported that he sent a “save the date” email to past Parade participants and will follow-up with groups over the next two months.

The Committee discussed the Grand Marshal. **Ms. K. Paterson will draft a letter to the prospective Grand Marshal for Chair Betsy Paterson and Ms. van Zelm to sign.**

Sponsors: Ms. van Zelm passed around lists of past Sponsors and of potential Sponsors and asked for assistance from the Committee in following up with the businesses. She reported that the initial letter and brochure had been mailed earlier in May.

5. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson reviewed the original intent of the Weekend, which was to highlight other events happening in the downtown area around the time of the *Festival on the Green* (and not necessarily for the Partnership to organize multiple events in the same weekend).

6. Other

Ms. Taylor suggested surveying *Festival* visitors to solicit feedback on the event. She suggested keeping the survey simple and having volunteers conduct it during the event.

7. Adjourn

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson